

Amendments to and Listing of the Claims:

Please amend claims 82 and 87 and add new claims 91-103 as follows:

1-81. (canceled)

82. (currently amended) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

(b) retrieving information associated with the targeted programming, wherein the information describes at least one demographic characteristic of at least one group associated with the targeted programming;

(c) retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules infer at least one subscriber demographic based on the subscriber interactions;

(d) correlating the at least one subscriber demographic with the at least one demographic characteristic of the at least one group; and

(e) associating the subscriber with the group if there is a sufficient correlation between the at least one subscriber demographic and the at least one demographic characteristic of the at least one group.

83. (previously presented) The method of claim 82, wherein the heuristic rules are probabilistic in nature.

84. (previously presented) The method of claim 82, wherein the heuristic rules assign probabilities of the subscriber having the at least one demographic.

85. (previously presented) The method of claim 82, wherein the heuristic rules predict product interest characteristics about the subscriber and step (d) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

86. (previously presented) The method of claim 82, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

87. (currently amended) The method of claim 82, wherein the monitoring in step (a) includes monitoring all ~~subscribers~~ subscriber interactions with a television.

88. (previously presented) The method of claim 82, wherein the at least one subscriber demographic is based on subscriber interactions that are aggregated over multiple viewing sessions.

89. (previously presented) The method of claim 82, wherein the at least one subscriber demographic does not identify specific subscriber interactions.

90. (previously presented) The method of claim 82, wherein step (a) includes determining the extent to which the subscriber interacts with the programming.

91. (new) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

(b) retrieving programming attributes associated with the targeted programming, wherein the programming attributes include at least one demographic characteristic of at least one group associated with the targeted programming;

(c) retrieving heuristic rules associated with the subscriber interactions;

(d) applying one or more of the heuristic rules to the subscriber interactions, wherein the heuristic rules infer at least one subscriber demographic from the subscriber interactions;

(e) correlating the at least one subscriber demographic with the at least one demographic characteristic of the at least one group; and

(f) associating the subscriber with one or more of the groups if there is a sufficient correlation between the at least one subscriber demographic and the at least one demographic characteristic of the at least one group.

92. (new) The method of claim 91 wherein the at least one subscriber demographic cannot be directly obtained through statistical analysis of the subscriber interactions.

93. (new) The method of claim 91 wherein the at least one subscriber demographic is not directly observable from the subscriber interactions.

94. (new) The method of claim 91, wherein the heuristic rules predict product interest characteristics about the subscriber and step (e) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

95. (new) The method of claim 91, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

97. (new) The method of claim 91, wherein the at least one subscriber demographic is based on subscriber interactions that are aggregated over multiple viewing sessions.

98. (new) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

- (a) monitoring subscriber interactions with the targeted programming;
- (b) retrieving programming attributes associated with the targeted programming, wherein the programming attributes include at least one demographic characteristic of at least one group associated with the targeted programming;
- (c) retrieving heuristic rules associated with the subscriber interactions;

(d) applying one or more of the heuristic rules to the subscriber interactions, wherein the heuristic rules relate the subscriber interactions to at least one subscriber demographic that is not directly observable from the subscriber interactions;

(e) correlating the at least one subscriber demographic with the at least one demographic characteristic of the at least one group; and

(f) associating the subscriber with one or more of the groups if there is a sufficient correlation between the at least one subscriber demographic and the at least one demographic characteristic of the at least one group.

99. (new) The method of claim 98 wherein the relating creates an inferential link between the subscriber interactions and the at least one subscriber demographic.

100. (new) The method of claim 98 wherein the at least one subscriber demographic cannot be directly obtained through statistical analysis of the subscriber interactions.

101. (new) The method of claim 98, wherein the heuristic rules predict product interest characteristics about the subscriber and step (e) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

102. (new) The method of claim 98, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

103. (new) The method of claim 98, wherein the at least one subscriber demographic is based on subscriber interactions that are aggregated over multiple viewing sessions.